

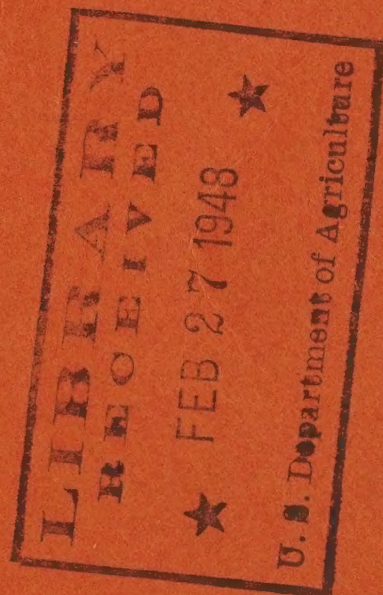
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HOLLANDIA

A Journal and Catalog
of
Bulbs and Seeds
FROM ALL PARTS OF
THE WORLD



HOLLANDIA

378 HUXLEY DRIVE

SNYDER 21, N. Y.

• Foreword •

GREETINGS TO NEW FRIENDS OF Hollandia:

We wish to take this opportunity on this, our first page of our first catalogue, to greet all the gardeners who read this catalogue. We of Hollandia have endeavored, in launching this enterprise, to bring you all the good things for the garden from various parts of the world. As bulbs are our biggest item in both spring and fall catalogues, Holland is our chief source of supply, hence our name, HOLLANDIA.

But, as you will no doubt notice, we also have seeds from England, lilies from Oregon, Hemerocallis seed from our own hybridizing gardens here in New York, and Gladiolus bulbs from both the United States and Holland. Also, some of our various Ameryllids come from California.

We hope to be able to serve you, the gardening public, in your seed and bulb needs during the coming season. If we cannot help you in any other way, we may be able to solve your horticultural problems for you, as we are excellently staffed in that field. No charge for cultural information.

Again, may we ask for your patronage:

Yours for 1948
HOLLANDIA

George L. Mac Alevy

George L. Mac Alevy
Managing Director

TERMS OF SALE AND GUARANTEE

Please send payment in full with order, either by check or money order. No COD's, please.

Prices are F.O.B. Snyder, New York. All orders will be sent Express Collect unless other arrangements are provided for.

Minimum order is \$1.00. We cannot furnish smaller quantities of any item other than the smallest quantity listed. 50 of an item may be had at the 100 rate.

Guarantee: We guarantee our stock to be true to name and of the size ordered, as well as delivery to you in good shape. Beyond this, we disclaim any liability. In case of an error in your order please notify us immediately, so that we may make prompt adjustment.

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HOLLANDIA

378 Huxley Drive Snyder 21, New York

GLADIOLUS

Gladioli are the most popular of the summer bulbous flowers. For all their spectacular bloom, they are easy to grow, and their one major pest, thrip, is easy to control with D.D.T.

All our corms are #1, 1 $\frac{1}{4}$ " and over in diameter which insures the huge blooms required by the exacting gardener.

ALADDIN--A delightful salmon-red with a distinctive cream blotch. Its garden excellence is well proven.

Price: 3 for 35¢. \$1.25 per doz. \$8.25 per 100.

BAGDAD--One of the "smokies". This one is basically old rose smoked to a mellow ashes of roses.

Price: 3 for 35¢. \$1.25 per doz. \$8.25 per 100.

CHAMOUNY--Probably the daintiest color ever to grace a garden--A deep silvery rose.

Price: 3 for 50¢. \$1.50 per doz. \$9.75 per 100.

DR. BENNETT--Has the greatest popularity of any fiery red gladiolus. Dr. Bennett is really a bright flower.

Price: 3 for 35¢. \$1.25 per doz. \$8.25 per 100.

FLAMING SWORD--A brick red variety which really looks like its name.

Price: 3 for 35¢. \$1.25 per doz. \$8.25 per 100.

GOLDEN DREAM--The finest of the older yellows.

Price: 3 for 35¢. \$1.25 per doz. \$8.25 per 100.

HINDENBERG'S MEMORY--This is one of the large exhibition types in brilliant light red.

Price: 3 for 50¢ \$1.75 per doz. \$10.25 per 100.

HOPMAN'S GLORY--The largest and best yellow to be had at moderate price. A Dutch origination becoming very popular in this country.

Price: 3 for 50¢. \$1.50 per doz. \$9.75 per 100.

LAVENDER RUFFLES--Lavender pink blooms daintily ruffled all around. If you like ruffled "Glads" don't be without this one.

Price: 3 for 50¢. \$1.75 per doz. \$10.25 per 100.

MAGIC FLUTE--Clear pink with a definite scarlet blotch. Large flowers and clear colors.

Price: 3 for 50¢. \$1.75 per doz. \$10.25 per 100.

MARGUERITA--Watermelon pink. We think this is the finest of all the large pink varieties. Flowers are truly immense and just the color of the flesh of ripe watermelon.

Price: 3 for 65¢. \$2.25 per doz. \$13.50 per 100.

MINUET--Clear lavender showing no shadings. Still the most popular lavender glad.

Price: 3 for 50¢. \$1.75 per doz. \$10.25 per 100.

MOORISH KING--A very large flower of pleasing mahogany red.

Price: 3 for 50¢. \$1.75 per doz. \$10.25 per 100.

NEW EUROPE--Another of the better Europeans. A new color too, as no other glad exhibits quite the tones of red found in this huge flower.

Price: 3 for 50¢. \$1.75 per doz. \$10.25 per 100.

PELEGRINA--Dark velvety blue-purple. Not large by exhibition standards, but medium in size and rich in color.

Price: 3 for 50¢. \$1.50 per doz. \$9.75 per 100.



PICARDY--The universally known and grown Salmon Pink. Good size, good color and ease of growing recommend it to all.

Price: 3 for 35¢. \$1.25 per doz. \$8.25 per 100.

RECADO--Another "smokey". This flowers ahead of the majority of glads. and has a very large bloom.

Price: 3 for 50¢. \$1.75 per doz. \$10.25 per 100.

RED PHIPPS--The brightest of reds and the largest of bright red flowers-and easy to grow.

Price: 3 for 35¢. \$1.25 per doz. \$8.25 per 100.

ROSA VAN LIMA--Light pink. Next to Picardy, the most popular glad. today. Size is large.

Price: 3 for 35¢. \$1.25 per doz. \$8.25 per 100.

SHIRLEY TEMPLE--Cream, large and ruffled. Grow this with Lavender ruffles for a pleasing combination.

Price: 3 for 35¢. \$1.25 per doz. \$8.25 per 100.

SILENTIUM--A large, white enhanced by scarlet markings on the petals.

Price: 3 for 35¢. \$1.25 per doz. \$8.25 per 100.

TOKEN--Basically Salmon, but nicely flamed to give it a flamboyant air.

Price: 3 for 35¢. \$1.25 per doz. \$8.25 per 100.

VALERIE--One of the new large reds. A hue suggesting Burgundy wine. Easy to grow.

Price: 3 for 50¢ \$1.75 per doz. \$10.25 per 100.

MIXTURE--A balanced blend of many colors at a price that makes you want to plant some.

Price: 85¢ per doz. \$6.25 per 100.

COLLECTIONS

1. Popularity Collection.

10 each Dr. Bennett, Golden Dream, Picardy, Rosa Van Lima, and Shirley Temple. 50 bulbs in all, only \$3.95.

2. Connoisseurs Collection.

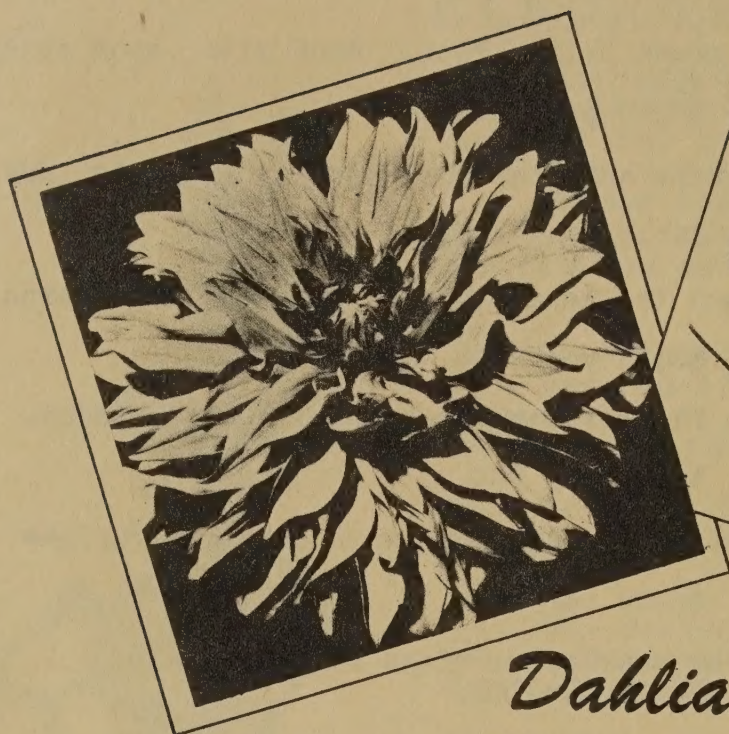
10 each Chamouny, Hindensberg's Memory, Hopman's Glory, Marguerita, and New Europe. 50 bulbs--\$5.00.

CANNAS

These stately and vigorous plants are more and more coming to belong in the grounds of the small home and are no longer considered to be appropriate only in the larger grounds of estate and park. The various cannas we offer below will give you a good color range in this large and interesting flower. No other bulbous plant will give you so vigorous and yet refined a plant.

WHITE---	Eureka-Cream white flower and green foliage.	3 for 55¢	\$2.00 dz.
YELLOW--	Golden Gate-Golden yellow with green foliage.	3 for 55¢	2.00 dz.
	Yellow King Humbert-Yellow w. bronze foliage.	3 for 55¢	2.00 dz.
ORANGE--	Wyoming-Clear orange with bronze foliage.	3 for 55¢	2.00 dz.
	Apricot-Apricot orange w. green foliage.	3 for 55¢	2.00 dz.
Pink----	Venus-Rose pink with green foliage.	3 for 55¢	2.00 dz.
	Shenandoah-Salmon pink with bronze foliage.	3 for 55¢	2.00 dz.
RED-----	The President-Scarlet with green foliage.	3 for 55¢	2.00 dz.
	King Humbert-The Standard red-bronze foliage.	3 for 55¢	2.00 dz.

Any Canna may be had in quantities of 50 or more at the rate of \$12.00 per 100. In general mixture, the rate is \$11.00 per 100.



Dahlias.. Some Outstanding Varieties

Dahlias are very showy late summer flowers of huge size grown from tubers and which like a soil on the light side. If in the areas where heavy soils prevail, include a shovel of sand in each planting hole. As dahlias are very heavy feeders, supplementary feeding and watering are essential. Our tubers are firm medium size ones which will make the finest plants.

CACTUS DAHLIAS are those having the petals quilled and curved inward, giving an unusual effect.

ANNA PAVLOVA--A large lilac pink with white in the center. 5'	75¢ ea.
BEAUTY of the GARDEN--Deep carmine pink variety from Holland.	75¢ ea.
FRAU O. BRACHT--A good yellow cactus with broad florets. 4½'	75¢ ea.
GOLDEN SONNE--Yellow tipped with amber. Early and free flowering. 4'	75¢ ea.
ORANGE IMPERATOR--Pure orange.-Champion Holland dahlia of 1940. 4½'.	\$1.50 ea.
ROYAL BLACK--Dark velvety red of excellent texture and carriage.	75¢ ea.

DECORATIVE DAHLIAS are the large double types, both the waved informal decoratives and the perfectly symmetrical formals.

ANNA BENEDICT--Velvety red with a black sheen, a very tall, well poised variety. 6'	75¢ ea.
BALLEGO'S GLORY--Maroon red edged gold. An exceptionally fine variety for cutting. 4'	75¢ ea.
D'ARCY SAINSBURY--Large white flowers rather flat in form. Perfect formal shape. 5'	75¢ ea.
DIEDENHOF--Large deep yellow flowers. Good garden value.	75¢ ea.
NAGELS GIANT--A Belgian origination which has been known to bear 14" dia. flowers. A beautiful salmon shaded gold.	75¢ ea.
Sun Rays--Golden bronze large flowers. Very strong stemmed.	75¢ ea.
THOMAS EDISON--A good dark purple on a 4½' plant.	75¢ ea.

DWARF DAHLIAS FROM SEED--Dwarf dahlias may be easily flowered from seed the first year. In the fall the little tubers may be taken up and stored. Thereafter plant tubers in the spring and treat as any other dahlia tuber.

UNWINS DWARF HYBRIDS. Mixed colors per packet-----\$.50

POM POM DAHLIAS

For those of you who like lots of cut flowers, this is the type to grow. In late summer these plants are loaded with large numbers of almost round tightly petaled flowers.

ATOM--Glowing orange-----60¢ ea.	DEE DEE--Bright Mauve-----70¢ ea.
BABS--Dark scarlet-----60¢ ea.	LITTLE DAVID--Lively salmon---70¢ ea.
CAPTAIN BOYTON--Maroon red----60¢ ea.	RIFLEMAN--Distinct old rose---60¢ ea.
CLARISSA--Sulphur yellow-----60¢ ea.	TAGE--Orange red-----60¢ ea.

MINIATURE DAHLIAS

These are small counterparts of the larger cactus and decorative dahlias. Ideally adapted for bedding and cutting as they are shorter and carry more blooms of a size appropriate for cutting.

ANIMATO--Min.Cactus-bright pink-----60¢ ea.	MONS.PIERRE LONDON--Violet- rose-shaded yellow----70¢ ea.
BISHOP OF LLANDAFF--Scarlet flowers and foliage---60¢ ea.	PARK BEAUTY--Full double orange-----70¢ ea.
FORTUNE--Salmon pink over yellow-----60¢ ea.	STERRETJE--Pure white cactus-70¢ ea.
LITTLE DIAMOND--Deep pink cactus a variety from Holland.-----60¢ ea.	SPIRIT- Red tipped white----70¢ ea.
ZALMSTER--Salmon orange cactus-----60¢ ea.	ARABESKE -A fine soft yellow of excellent texture-80¢ ea.

ANEMONES (*Tuberous*)

The tuberous summer flowering anemones are poppy like in form but come in a much finer range of colors than any poppy. Culture of these is the same as as gladiolus. These flowers are very good for cutting.

BLUE POPPY--A pure blue anemone with characteristic poppy form.
Price: 3 for 35¢. \$1.25 per doz.

HIS EXCELLENCY--Brilliant Scarlet. A dazzling large flowered single.
Price: 3 for 35¢. \$1.25 per doz.

THE BRIDE--The pure white form of the single anemone. Sets off the others.
Price: 3 for 35¢. \$1.25 per doz.

DE CAEN--Giant hybrids of the single anemone. Mixed colors.
Price: 3 for 30¢. \$1.00 per doz.

ST. BRIGID--Double flowered hybrids in a fine mixture of colors.
Price: 3 for 35¢. \$1.25 per doz.

TIGRIDIA

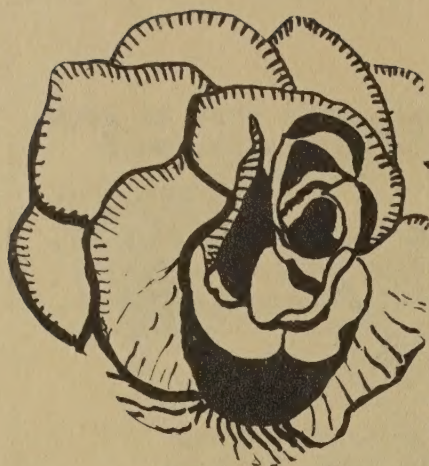
Tigridia is better known as the Mexican Shell flower. These showy new arrivals on the garden scene are fast making a place for themselves. Culture is the same as for Gladiolus. The colors are unexcelled for richness and variation.

All colors mixed--First size bulbs--\$1.25 per doz. \$8.75 per 100.

CHLIDANTHUS

Chlidanthus is one of the amaryllids. It is a long tubular yellow flower of typical six petal amaryllis form. This flower has a distinctive spicy fragrance. One should plant several in a small pot and plunge the pot instead of planting directly into the ground, as chlidanthus behaves well only when crowded. They may also be started and flowered in pots indoors in early spring. But they must be crowded to bloom.

Largest size bulbs 50¢ ea. \$5.00 per doz.
Flowering size bulbs 25¢ ea. 2.50 per doz.



TUBEROUS BEGONIAS

The exotic tuberous begonia has recently become very popular, so popular in fact that the yearly demand has exceeded the supply in recent years. However we have secured sufficient supply to insure serving our customers. Their culture is easier than most realize. All they require is some shade, reasonable fertility, and enough moisture. They are easily started indoors in any warm sunny window in early spring. They are best planted outdoors only when all frost danger is past.

CAMELIA FLOWERED DOUBLE BEGONIAS-a large double flowered strain available in White, Yellow, Pink, Scarlet, Crimson, Salmon, or Mixed. Price: 1½" tubers and better-3 for 55¢, \$2.00 per doz., \$13.50 per 100.

FIMBRIATA OR CARNATION FLOWERED DOUBLE BEGONIAS-Carnation fl'd. type of doubles available in White, Yellow, Pink, Crimson, or Mixed. Price: Largest size tubers-3 for 70¢, \$2.50 per doz, \$15.00 per 100.

CRISTATA OR CRESTED SINGLE BEGONIAS-Crested blooms in the above colors or mixed. Price: 1½" tubers or better-3 for 55¢, \$2.00 per doz, \$13.50 per 100.

PENDULA OR HANGING BASKET BEGONIAS-Pendant blooms on hanging stems distinguish this type of tuberous begonia. Sometimes referred to as Begonia Lloydii. Price: Largest size tubers-3 for 85¢, \$3.00 per doz. \$20.00 per 100.

CALLAS

Botanically Zantedeschia, Callas like plenty of moisture in a rich soil and will do best with some shade. Dig and store for winter. All calla do well in pots.

ELLIOTTIANA, the Golden Calla. This is one of the easiest of the calla for the amateur to flower as it is not as exacting in its requirements as the others but does react favorably to extra care. Good high crowned bulbs-----75¢ ea.

REHMANNI, the pink Calla. A smaller member of the calla group but of a definite pink shade. A must have for those who really like callas. Price:-----\$1.00 ea.

ALBA-MACULATA-A large white calla with definitely mottled leaves to add to its attractiveness. Price:-----75¢ ea.

BABY CALLA-A diminutive white calla of great charm and desirability. Flowering size bulbs-----50¢ ea.

Calla collection: 4 bulbs, one of each of the above for \$3.50.

CRINUMS

Crinums are among the giants of the amaryllis family. Plant these in large tubs or pots in the north and store over winter in the cellar. The varieties listed are all dependable bloomers. Flowers are large trumpets arranged in a circular umbel on 2-3' stems. Most of these are deliciously fragrant.

LONGIFOLIA - White-one of the easiest to grow-----\$1.25 ea.

MOOREI - Pink-as easy to grow as longifolia but requires some shade Price:-----\$1.50 ea.

LILIES

REGALE--The best known and easiest grown of the white trumpets. Blooms in July. This Lily has a very pronounced fragrance and a regal carriage.

Price: Giant bulbs 75¢ each.

6-7 inch bulbs--40¢ each, 3 for \$1.10, Doz. \$5.00

HENRYI--The yellow speciosum. This 6' giant blooms in August and is probably as easy to grow as any perennial.

Price: Giant bulbs 75¢ each.

7-8 inch bulbs--50¢ each, 3 for \$1.35. Doz. \$5.00

TENUIFOLIUM--The ever popular Coral Lily makes one of the brightest spots in the June garden.

Price: 3-4 inch bulbs--40¢ each. 3 for \$1.10. \$4.00 doz.

UMBELLATUM GRANDIFLORUM--Orange Candlestick Lily. This lily blooms in June on 24" stout stems. The heads of bloom are immense and the plant is easy of culture.

Price: 6-7 inch bulbs--40¢ each. 3 for \$1.10. \$4.00 doz.

SPECIAL LILY COLLECTION--One each of the above, flowering size bulbs for \$1.50.

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ISMENE

PERUVIAN DAFFODILS--These large and exotic beauties are handled and grown like gladiolus. The large flowers resemble daffodils somewhat but are much larger and more intensely fragrant. They can be grown in pots indoors for spring bloom if started immediately, upon receipt, in a warm place.

CALATHINA--The standard white variety. A long standing favorite.

Price: 50¢ each.

ADVANCE--A new hybrid with finer white flowers than Calathins.

Price: \$1.00 each.

SULFUR QUEEN--A yellow hybrid of recent introduction.

Price: \$1.00 each.

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HABRANTHUS

HABRANTHUS ROBUSTUS--Bright rose flowers of good size borne one to a stem. Bulb is handled same as gladiolus, but may bloom more than once in a season if culture is good.

Topsize bulbs--50¢ each.

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VALLOTA

Scarborough Lily--Vermilion red, lily-like flowers of good size on an easily grown bulb. Handle as Gladiolus.

Price: \$1.00 each

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MILLA BIFLORA

A dainty little white flowering amaryllid of easy culture. Called Estralitas or Little Stars in Mexico where it comes from. Flowers are star-like and very fragrant. Culture, same as Gladiolus.

Price--50¢ each.

FLOWER SEEDS from ENGLAND

Special imports from Hurst and Son, Ltd., Houndsditch, London, Eng. Due to the special emphasis put on varieties of annual flowers in England, we have selected a number of Genera, not developed to such extent in this country. Listed below you will find varieties of Antirrhinum, Clarkia, Escholtzia, Godetia, Allysum, etc. not generally available from other sources.

ANTIRRHINUM MAJUS GRANDIFLORUM (Snapdragon-tall-growing to 3')	
Defiance--A brilliant orange scarlet-----	25¢ pkt.
Fusillier-Strong stemmed, vivid scarlet-----	25¢ pkt.
Monarch--Velvety crimson-----	25¢ pkt.
Primrose Queen-- A soft primrose yellow-----	25¢ pkt.
Princess Elizabeth-Silvery pink-----	25¢ pkt.
ANTIRRHINUM NANUM (Snapdragon-Dwarf-Growing to 18")	
Black Prince--Crimson foliage and flowers-----	25¢ pkt.
His Excellency--Bright Scarlet-----	25¢ pkt.
Golden Queen-Bright Golden Yellow-----	25¢ pkt.
Malmaison--A deep silvery pink-----	25¢ pkt.
Queen of the North--A pure solid white-----	25¢ pkt.
AGERATUM--Imperial Dwarf Blue--12"-----	
Little Blue Star---6"---uniform strain for edging-----	50¢ pkt.
ALLYSUM--Little Dorrit--4"---Unexcelled as a white edging-----	25¢ pkt.
ASTER (annual China-aster)--Ostrich Plume mixed-----	25¢ pkt.
CALENDULA--The pot or Scotch Marigold especially good for fall bloom.	
Radio-- an extra select strain of Orange with quilled petals---	25¢ pkt.
Radio Golden Beam--The yellow form of above-----	25¢ pkt.
COSMEA (Cosmos)--Early flowered Express mixed-----	25¢ pkt.
CLARKIA--Easily grown double flowers in sprays of rosette blooms-2'	
Brilliant--bright Carmine-----	25¢ pkt.
Chieftan--Delicate Mauve-----	25¢ pkt.
Glorius--Crimson Scarlet-----	25¢ pkt.
La France--Salmon Pink-----	25¢ pkt.
Orange King-Orange Scarlet-----	25¢ pkt.
ESCHOLTZIA--More varieties of California Poppy from England. 12" tall.	
Enchantress--Carmine overlaid on Cream-----	25¢ pkt.
Mikado--Deep Crimson-----	25¢ pkt.
Double Monarch Art Shades--A fully double strain-Mixed Colors--	25¢ pkt.
GAILLARDIA--A Monarch mixture of all shades-----	25¢ pkt.
GODETIA--Satin flower-Good in sun or shade-Dwf.varieties, 9-15".	
Charming--Satiny rose--9"-----	25¢ pkt.
Flamingo--Crimson-----9"-----	25¢ pkt.
Pelargonium--Carmine bordered with pink--15"-----	25¢ pkt.
Single Sybil Sherwood--Salmon pink-----	25¢ pkt.
Double Sybil Sherwood-Fully double Salmon Pink-----	25¢ pkt.
GODETIA--Tall double flowered mixed--30" tall-----	25¢ pkt.
LEPTOSYNE--Golden Rosette (Sea Dahlia)-----	25¢ pkt.
LOBELIA-Mid Blue (trailing plant) of a beautiful medium blue-----	25¢ pkt.
ICELAND POPPY--Kelmscott Giant Strain--Mixed colors-----	25¢ pkt.
PETUNIA--Nana Compacta, a dwf. strain--mixed colors-----	25¢ pkt.
STOCK--BROMPTON EXPRESS mixed-----	
Beauty of Nice-delicate flesh pink-----	50¢ pkt.
Mont Blanc-Pure White-----	50¢ pkt.
Yellow of Nice-A good canary yellow-----	50¢ pkt.
Parma Violet-A rich violet-----	50¢ pkt.
Nuit d'ete (Summer Night)--An intense dark blue-----	50¢ pkt.
RUDBECKIA--Kelvedon Star--Yellow with brown disc and Mahogany zone---	
Note: All seeds are sent postpaid.	

SPECIALTY SEED ITEMS

On this page we take pleasure in offering seeds of two genera which are favorites with us.

The first of these is the genus *Primula*, and again it is the high quality seeds of Hurst and Son Ltd., that we offer. After all, it is in England that the primula has been brought to its high state of development and it is from England that the best seed is produced.

AURICULA--This is the type known in England as Bear's Ears for the last 500 years.

Auricula-Prize strain mixed-An Alpine Auricula strain-----50¢ pkt.
Auricula-Show varieties mixed-Highest type of Auricula-----75¢ pkt.

POLYANTHUS--The cluster headed large flowered primula developed from the common cowslip and oxslip of England. The highly refined forms of this primula have an unlimited color range and the florets of the newer strains we offer are truly large.

Polyanthus-Fancy mixed-a good moderate priced strain-----25¢ pkt.
Polyanthus-Monarch mixed-Hurst's own largest flowered strain-----50¢ pkt.
Polyanthus-Munstead mixed-A well known mixture-----50¢ pkt.
Munstead Crimson-----50¢ pkt.
Munstead White-Practically pure white-----50¢ pkt.
Munstead Yellow-a very large sulfur yellow-----50¢ pkt.
Munstead Blue--The best blue so far in polyanthus-----75¢ pkt.

PRIMROSE or ACAULIS PRIMULA--The early blooming low primula we associate with the first breath of spring.

Primrose--Finest mixed Hybrids--All colors in this mixture-----50¢ pkt.
Primrose--Blue flowered--Blue Acaulis are truly blue-----75¢ pkt.

PRIMULAS FOR GREENHOUSE AND CONSERVATORY--Under this heading we offer Hurst's special strains of *P. Malacoides*, *Obconica*, and *Sinensis*.

Malacoides-Melody--Rose overlaid salmon-----50¢ pkt.
Princess Mary-A deep rose pink-----50¢ pkt.
Obconica-Gigantea choice mixed-A large flowered type of Obconica-----50¢ pkt.
Wyaston wonder--A rich deep crimson, best obconica so far--75¢ pkt.
Sinensis-fimbriata double mixed--a very attractive type-----75¢ pkt.
Stellata mixed-a sinensis with starlike flowers-dainty-----50¢ pkt.
Fimbriata choicest mixed-the finest mixture of all-----75¢ pkt.
Fimbriata Dazzler-A Hurst origination-Orange Scarlet-----75¢ pkt.

HEMEROCALLIS

The search for good red *Hemerocallis* is in full swing throughout the United States. We have been in the hybridizing end of the *Hemerocallis* game for the past ten years and have found a few crosses which give a high percentage of plants with flowers in varying degrees of red. The hand work involved and the limited number of seeds harvested from so limited a series of crosses makes this seed rather expensive, but when you consider that some of the plants you raise from your seeds may rival varieties on the market for prices like \$10.00 and \$15.00 per plant, it is well worth the price.

Packet of 10 plump viable seeds from parents which give a high percentage of red offspring--all hand pollinated-----\$1.00

SEMESAN--for dusting seed before planting to prevent damping off of the young plants after they germinate.

Packet-----10¢

HOLLANDIA • *A Journal*

VOLUME 1

NUMBER 1

CULTURE OF PRIMULA SINENSIS AND ALLIED SPECIES

The Chinese primrose is of easy culture in the glasshouse. They require eleven months from seed to bloom, although a few of any lot will bloom as much as three months ahead of the majority.

The seed should be sown in flats containing a finely sifted soil mixture of one part sand, one part loam, and one part peat. Sift a light coating of the mixture on top of the seed and cover the flat with a square of burlap. Syringe with water thoroughly and then place a sheet of wax paper over the burlap. Both the burlap and the wax paper should conform to the inside measurements of the flat. This will keep the moisture in the flat and eliminate the need of subsequent waterings before the seeds germinate. Bottom heat will hasten germination.

When the seedlings are large enough to transplant, transplant 2" apart each way into flats containing a soil mixture similar to the seeding mixture with the addition of one part manure. Do not shred the manure too fine.

As soon as the transplants have grown large enough to touch each other, transfer them to 2" pots. Watch root development closely from here on so that transfers to successively larger pot sizes will be frequent enough to prevent the plants from becoming potbound. When the plants are 7½ to 8 mo. old, no further shifts should be made, but the plants should occupy the same pots until they bloom.

These plants should be shaded during summer, and the watering watched so that they may never be allowed to completely dry out, as this gives the plant a severe setback from which it would never fully recover. Greenhouse temperatures should range between 55 and 60 .

The culture described above will apply equally well to *P. Obconica* and *P. Malacoides*. All the glasshouse primulas are sometimes propagated by division after flowering.

Warning: *P. Malacoides* is somewhat susceptible to a form of crown rot and overhead watering of these is best avoided when possible on mature plants.

COMPOST FOR GROWING AURICULAS

Often, Auriculas do not flourish in our gardens after we set them out. This may be due to the soil content of the bed in which they are placed. We have found by experiment that a separate bed for your Auriculas is the best expedient. Excavate the bed ten to twelve inches. Put in the bottom of the bed a layer of 2" of limestone gravel. A layer of sand on this may or may not be also beneficial. Fill up the bed to a level 4" above the surrounding ground with a compost mixture of one part loam, one part sand, one part peat moss, and two parts unshredded manure. The manure should be well rotted. The peat must be a sphagnum peat as sedge peat is too acid for our Auriculas. Then all you have to do is watch the moisture supply and keep the weeds down.

Readers of this page-note: More items will be found under the heading of 'Hollandia, a journal' in our Fall Catalogue in which we will feature all the Dutch bulbs such as tulips, daffodils, hyacinths, and crocus, as well as good bulb material from other sections of the world.

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